

## **PIER SILVIO BERLUSCONI**

Born in Milan on April 28<sup>th</sup> 1969.

He began his professional career in 1992 in the marketing offices of Publitalia and then moved to the Italia 1 television network.

In November 1996 he became Responsible for the coordination of the programming area for all the Mediaset networks.

In 1999 he was appointed as Deputy Content General Manager R.T.I. (Reti Televisive Italiana S.A.).

Since April 2000 he has been Vice-president of Mediaset Group and the President and Managing Director of R.T.I.

He is also a Board member of the following companies:

- Mediaset España Comunicación S.A,
- Medusa Film S.p.A.,
- Arnoldo Mondadori Editore S.p.A.,
- Publitalia '80 S.p.A
- Mediobanca S.p.A..